

# Moving Health Forward

Next-level communications begin today

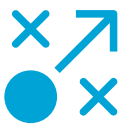




# You already know us, but you probably don't realize it...

As the largest white-labeled communications provider, Broadridge has likely delivered some form of financial or health-related information to you already — you just didn't realize it. **In fact, we deliver more than 6 billion annual customer communications, reaching 80%+ of North America households —** and we're passionate about making every communication more valuable.

# Proven Results



## Executing a goal-oriented strategy

A large national health insurer leveraged Broadridge's content management and distribution platform to **save over \$1 million a year** by having their marketing team focused on strategic initiatives rather than tactical content distribution requests. "Our agents are more informed and productive, and our marketing team is able to focus on revenue-generating initiatives," stated the company's Vice President of Marketing.



## Streamlining for efficiency

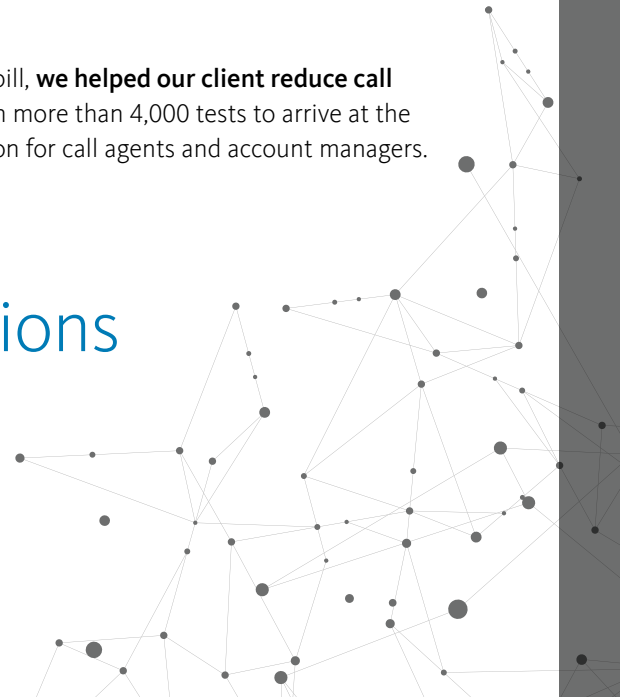
One of America's leading integrated healthcare providers and not-for-profit health plans was sending the same members multiple communications a month — making them a good candidate for StatementPacks®. Broadridge's innovative technology takes householding to the next level by sealing each communication within the bigger StatementPack, **reducing the insurer's annual mail costs by approximately \$700,000**.



## Improving with data and design

By using our variable data printing technology to design a new full-color bill, **we helped our client reduce call center inquiries by 10% (10,000 fewer calls per month)**. Broadridge ran more than 4,000 tests to arrive at the optimal design, which also simplified training and improved job satisfaction for call agents and account managers.

In short, we have communications  
down to a science.



# Move health forward, faster.

Taking your communications to the next level is easier when you have a full spectrum of communications solutions at the ready.



You can employ our capabilities to meet individual challenges and improve performance across the entire member and patient lifecycle.



### **Connect** in more meaningful ways

We ensure that your brand and messaging reach members and patients in the best possible way. When your communications are optimally designed and received through their preferred channel, great things can happen.

### **Streamline** communications to reduce cost

By simplifying the creation and delivery of complicated and personalized communications, you can reduce costs, improve efficiencies and increase engagement.

### **Measure** the impacts and raise the bar on performance goals

Continuous improvement through campaign measurement, analytics and testing is a cornerstone of our healthcare communication solutions.

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When you're able to reach your audience  
and empower them to make smart choices,  
the impact is exponential.

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# Leading capabilities

We can apply any combination of services to develop customized communications solutions. Imagine the power and simplicity of having one expert resource for this full spectrum of capabilities.

- Marketing, transactional and regulatory communications
- Digital and print delivery
- Postal optimization solutions
- Content management and distribution
- Digital experience management
- Data, preference and profile management
- Direct marketing
- Archival and presentment
- Reports and dashboards
- Consulting services





# Why choose Broadridge?

## **MORE EXPERIENCE**

Healthcare leaders and other highly regulated industries rely on our decades of communications experience and transformative omni-channel solutions.

## **MORE INNOVATIVE**

110+ patents issued for groundbreaking technology by the U.S. Patent and Trademark Office.

## **BROADER CAPABILITIES**

From customer research and benchmarking to campaign execution and analytics, we cover the full spectrum of solutions required to enhance communications, drive ROI and influence healthier outcomes.

How can we help you move health forward?  
Visit [Broadridge.com/health-forward](https://Broadridge.com/health-forward) — your resource  
for delivering next-level communications.

Make every communication more valuable.

[Broadridge.com/health-forward](https://Broadridge.com/health-forward)

